

**Amendments to the Claims:**

This listing of claims will replace all prior versions of claims in the application:

**Listing of Claims:**

Claim 1 (previously presented): A system for providing Internet advertising, comprising:

an advertising server comprising a web server having at least one applet, said advertising server further comprising a database and a servlet for sending said at least one applet to a web browser on another computer and receiving textual content read from said web browser by said at least one applet, said advertising server comparing said textual content to keyword data stored in said database to determine whether to display an ad on said web browser,  
wherein no user profiling data is forwarded to the advertising server.

Claim 2 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises promotional heuristics.

Claim 3 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said keyword data is provided for a plurality of subscriber advertisers, said keyword data corresponding to multiple ads.

Claim 4 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said advertising server compares said textual content to said keyword data in real-time.

Claims 5-7 (canceled)

Claim 8 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said ad is a banner ad.

Claim 9 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said advertising server causes an ad specifying said keyword data to be displayed in said web browser when said keyword data matches words in said textual content displayed in said web browser.

Claim 10 (canceled)

Claim 11 (previously presented): The system for providing Internet advertising, as recited in claim 9, wherein said servlet receives data from said at least one applet, after being sent to the web browser, and said advertising server causes said web browser to display said ad specifying said keyword data.

Claim 12 (previously presented): The system for providing Internet advertising, as recited in claim 11, wherein said web browser displays a web site designated by said ad when said ad is selected.

Claim 13 (previously presented): The system for providing Internet advertising, as recited in claim 2, wherein said promotional heuristics determine which ad should be displayed.

Claim 14 (previously presented): The system for providing Internet advertising, as recited in claim 13, wherein said promotional heuristics are self-educating, so that when a user selects said displayed ad, said database is updated to indicate that said selected ad was a good match for said keyword data and said textual content.

Claim 15 (previously presented): The system for providing Internet advertising, as recited in claim 31, wherein said behavior graphics in said database contain information relating to the likelihood that a person interested in one topic will be interested in a second topic or will respond to an advertisement pertaining to said second topic.

Claim 16 (previously presented): The system for providing Internet advertising, as recited in claim 32, wherein said sponsorship authentication data in said database comprises information indicating sponsors who are subscribers to the system.

Claim 17 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said database tracks a success rate of said displayed ad.

Claim 18 (previously presented): The system for providing Internet advertising, as recited in claim 33, wherein said usage records comprise data relating to how often each ad is accessed by users.

Claim 19 (previously presented): The system for providing Internet advertising, as recited in claim 18, wherein said keyword data for a corresponding ad is changed in response to said usage data.

Claim 20 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said web browser is an HTML web browser.

Claim 21 (previously presented): A method of providing Internet advertising, comprising the steps of:

- uploading ads to an advertising server;
- selecting keyword data for each ad;
- sending at least one applet to a web browser on a user's computer;
- receiving from said at least one applet textual content displayed on said web browser;
- comparing said textual content read by said at least one applet with said keyword data;

and

- displaying an ad having keyword data matching said textual content when said comparing step produces a match,

wherein no user profiling data is forwarded from the user's computer to the advertising server.

Claim 22 (previously presented): The method of providing Internet advertising, as recited in claim 21, wherein said steps of comparing and displaying said ad are executed in real-time.

Claim 23 (previously presented): The method of providing Internet advertising, as recited in claim 21, comprising the further step of displaying no ad when said textual content does not match said keyword data.

Claim 24 (previously presented): The method of providing Internet advertising, as recited in claim 23, comprising the further step of updating said keyword data when said textual content does not match said keyword data.

Claim 25 (previously presented): The method of providing Internet advertising, as recited in claim 21, comprising the further step of determining whether the user selects said ad in response to said displaying step.

Claim 26 (previously presented): The method of providing Internet advertising, as recited in claim 25, comprising the further step of displaying on the user's web browser a web site linked to said ad.

Claim 27 (previously presented): The method of providing Internet advertising, as recited in claim 26, comprising the further step of updating a database in said advertising server to note that said keyword data produced a successful target by bringing the user to said web site.

Claim 28 (previously presented): The method of providing Internet advertising, as recited in claim 25, comprising the further step of updating a database on said advertising server when the user does not click on said ad.

Claim 29 (previously presented): The method of providing Internet advertising, as recited in claim 21, wherein said ads are banner ads.

Claim 30 (previously presented): A method of providing real-time advertising over the Internet, comprising the steps of:

- maintaining a database of a plurality of ads;
- maintaining keyword data for each of said ads;
- sending an applet to a browser on a user's computer;
- reading textual content displayed on said browser using said applet;
- comparing said textual content read by said applet with said keyword data for each of said ads; and
- displaying an ad having keyword data matching said textual content when said comparing step produces a match,

wherein no user profiling data is forwarded from the user's computer to an advertising server.

Claim 31 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises behavior graphics.

Claim 32 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises sponsorship authentication data.

Claim 33 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises usage records.

Claim 34 (previously presented): The system for providing Internet advertising, as recited in claim 1, wherein no data is collected to profile a user of the web browser.

Claim 35 (previously presented): The method of providing Internet advertising, as recited in claim 21, wherein no data is collected to profile the user of the web browser.

Claim 36 (previously presented): The method of providing real-time advertising over the internet, as recited in claim 30, wherein no data is collected to profile the user of the browser.

Claim 37 (previously presented): A system for providing Internet advertising, comprising a computer including a web browser and a display unit, the web browser receiving at least one applet from an advertising server,

wherein the at least one applet reads textual content displayed on said web browser,

wherein the web browser displays an ad specifying keyword data when words in the textual content match the keyword data,

wherein the ad is received from the advertising server,

wherein no data is collected to profile a user of the computer.

Claim 38 (previously presented): The system of claim 37, wherein no user profiling data is forwarded from the computer to the advertising server.

Claim 39 (previously presented): The system of claim 37, wherein the keyword data is based upon promotional heuristics.

Claim 40 (previously presented): The system of claim 39, wherein said promotional heuristics are self-educating, so that when the user selects said displayed ad, a database at the advertising server is updated to indicate that said selected ad was a good match for said keyword data and said textual content.